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RESEARCH ON THE EVOLUTION OF TOURIST RECEPTION STRUCTURES IN IAȘI COUNTY

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Abstract:

Tourist accommodation infrastructure is an important indicator describing the level of tourism development in a territorial administrative unit and providing, seasonally or permanently, mainly accommodation, restaurant and leisure services. In this paper is presented the evolution of tourist reception structures in Iasi County. At regional level, Iasi County ranks third in terms of tourist reception structures, the first place being occupied by Suceava County, and on the last place we find Botosani County.

• Introduction

An important indicator describing the level of tourism development in a region, county or locality refers to the accommodation infrastructure of tourists. . Therefore, the structure of tourist accommodation represents any construction and arrangement intended, by design and execution, to accommodate tourists, to serve meals for tourists, leisure, special transport for tourists, spa treatment for tourists, together with related services. A county rich in landforms, historical monuments, cultural and religious buildings, natural tourist attractions, can have a special tourist affluence if it offers accommodation, food and leisure services of superior level, with the provision of modern infrastructures, as well as means of transport on tourist routes.

• Material and method

For this article we consulted various scientific materials, documents and statistical data provided by local authorities and the National Institute of Statistics, as well as other sources of information. Therefore, as research methods were used: documentation, analysis, research of county and national statistical data, comparison and interpretation.

Results and discussions

- Iasi County is located in the region of Northeastern Romania, bordered to the west by the Moldova River and to the east by the Prut River, which also constitutes the border with the Republic of Moldova. The location at the border with the Republic of Moldova provides an important bridge from a functional, economic and social point of view.
- Iasi County is located at the intersection of the Moldavian Plain and the Central Moldavian Plateau and is bounded, to the west and east, by the Siret and Prut rivers. Also, the Iijia River crosses the county, and Iasi is located on the banks of one of its tributaries, the Bahlui. In the west, the county is crossed by the Siret Corridor and the last fragments of the Fălticeni Plateau and also by Dealul Mare, with altitudes of over 500 meters.
- At the same time, Iasi County is part of the North-East Development Region, along with Botosani, Suceava, Neamt, Bacău and Vaslui counties.
- Iasi is one of the most beautiful counties in Moldova. It was the capital of Moldavia and the capital of the Kingdom of Romania between 1915 and 1918, during World War I. Precisely because it is among the most beautiful areas in the country, it is no wonder that many Romanian and foreign tourists come here regardless of the season, to enjoy the beauty of the place.
- The tourism activity in Iasi County, according to statistical data provided by INS Iasi, is concentrated in the county capital, 93% of the total number of tourists arrived in October 2022 were accommodated in Iasi; in October 2022, there were 43503 tourists in Iasi County, of which 40522 tourists in the Moldovan capital.
- Next we will analyze the evolution of the tourist reception structures available to Iasi County during 2015-2022.
- At regional level, Iasi County, compared to the other counties, ranks 4th, holding a percentage of 3%, i.e. 90 units out of the total of 1478 accommodation units, as can be seen in figure 1.

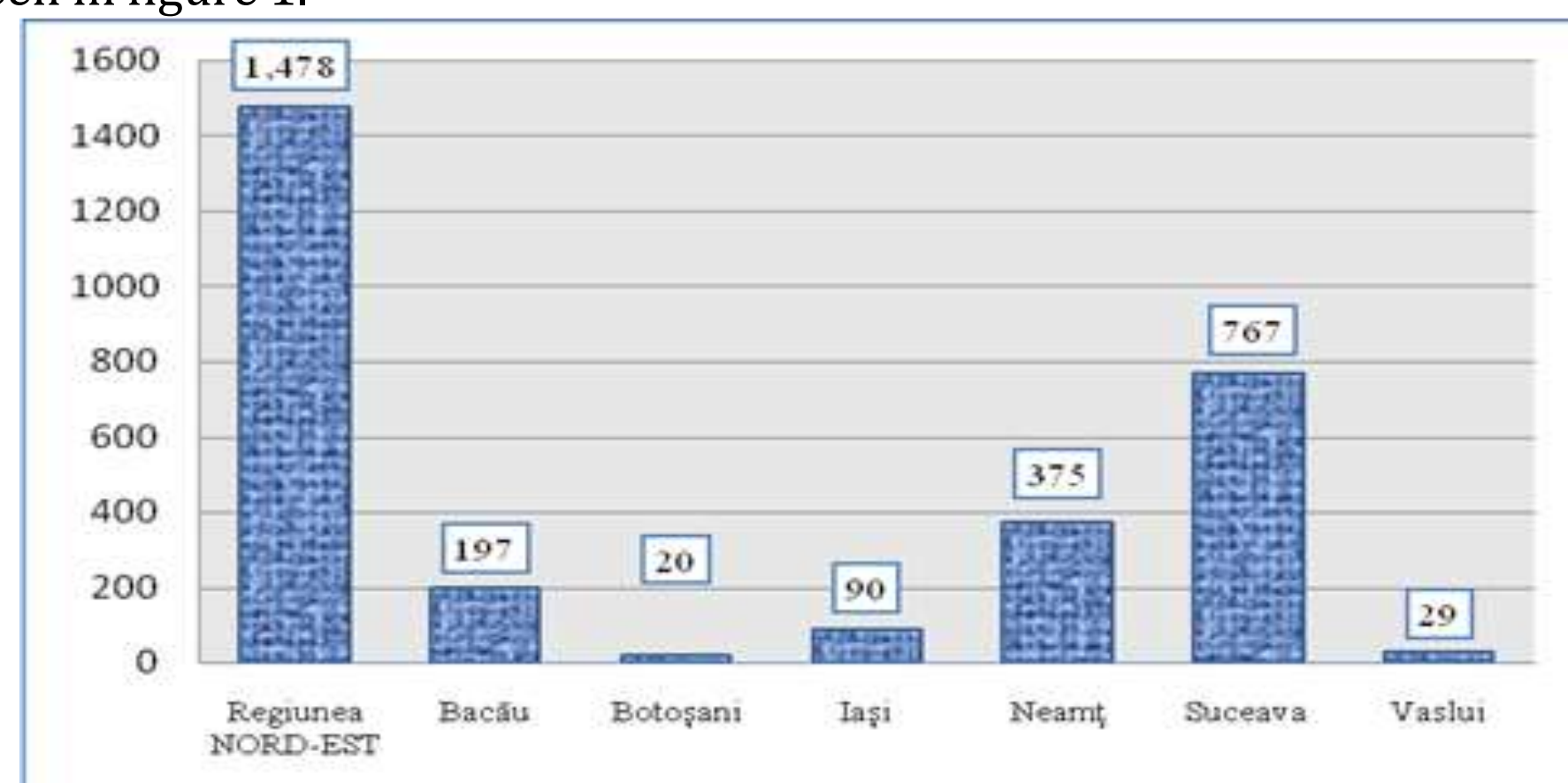


Figure 1. Existing tourist accommodation structures in the North-East Region, 2022

In terms of tourist reception structures in Iasi County, in 2022, there were 90 units, 9 less than in 2021, of which: 32 hotels, 16 farm stays, 19 tourist pensions, 4 hostels, 11 apartments and rooms for rent, 2 motels and one tourist villa type unit, tourist cottage, tourist cottages, campsites, camps for pupils and preschoolers and tourist stops.

Table 1: The evolution of tourist accommodation structures, 2015-2022

Types of structures of tourist accommodation	2015	2016	2017	2018	2019	2020	2021	2022
Total	99	96	85	82	84	86	99	90
Hotels	30	30	30	29	30	31	30	32
Hostels	4	2	4	5	5	4	4	4
Apartments and rooms for rent	0	0	0	0	0	0	17	11
Motels	2	2	2	2	2	2	2	2
Tourist villas	7	7	6	4	4	4	2	1
Tourist huts	1	1	1	1	1	1	2	1
Bungalows	12	12	0	0	0	0	0	0
Campgrounds	1	1	1	1	1	1	1	1
Tourist stops	1	1	1	2	1	1	1	1
Tourist cottages	0	0	0	0	0	1	0	1
Camps for pupils and preschoolers	1	1	1	1	1	1	1	1
Tourist pensions	28	25	25	19	20	21	19	19
Farm stays	12	14	14	18	19	19	20	16

Regarding apartments and rooms for rent for tourism purposes, during the same period concerned, there is a total lack of establishment of such units, between 2015 and 2020, and then, during 2021, a number of 17 apartments and rooms for rent were established, and during 2022 their number decreased to 11 units. An interesting evolution also has tourist cottages, in the sense that between 2020 and 2022 only one such tourist reception structure was established.

- Although attempts have been made to set up a new and innovative tourist reception structure, namely bungalows, statistics show that during 2015-2016 a number of 12 such units were established, but then they ceased to function.

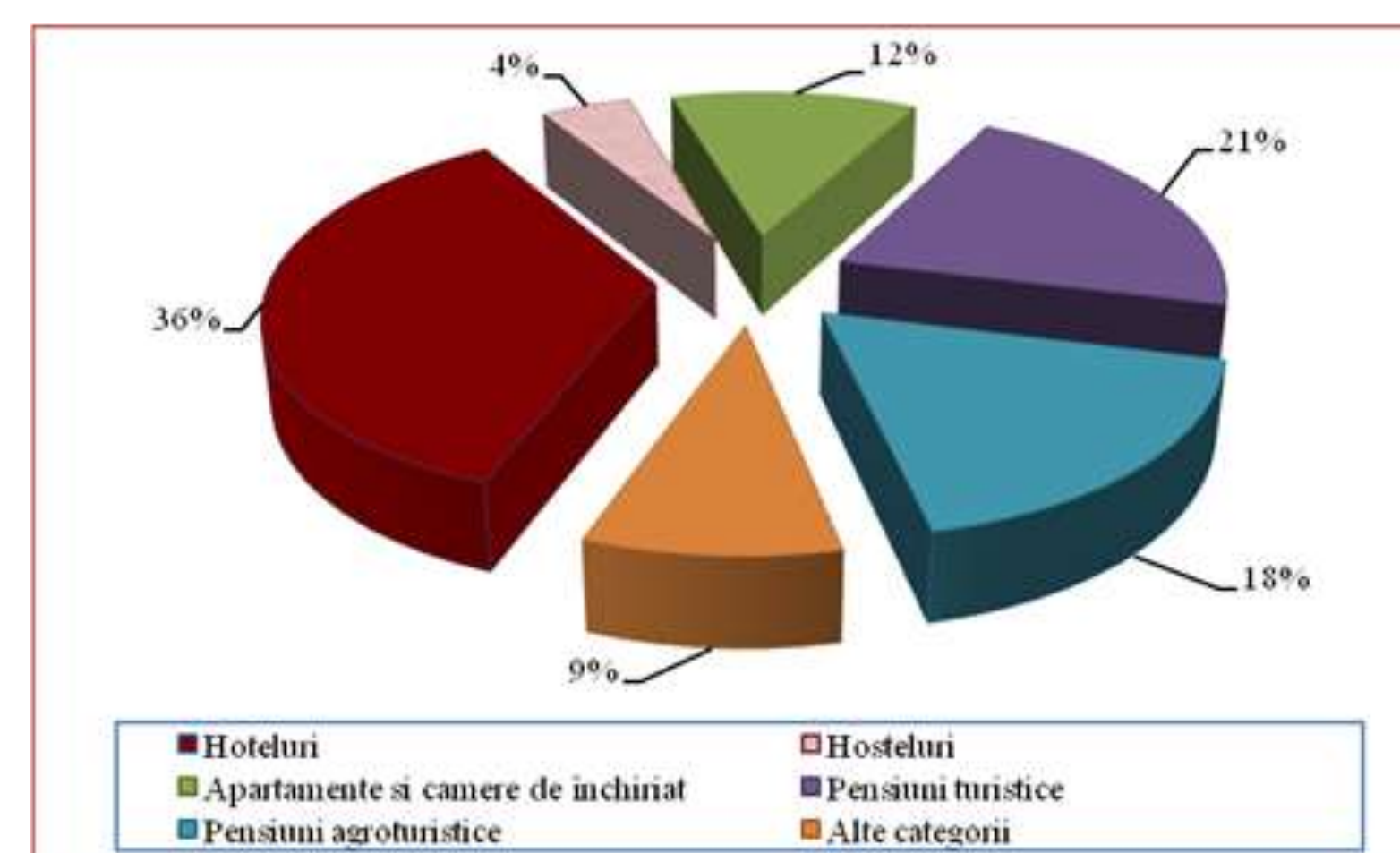


Figure 2: Share of tourist accommodation structures in Iasi County in 2022

- According to statistical data provided by the National Institute of Statistics, it can be found that in Iasi County there is a diversity in terms of the number of tourist reception structures established, this share being more developed in the urban area compared to the rural area, here registering only a share of 33.33%, compared to 66.67% in the urban area.

- Tourism in Iasi County is 90% concentrated in the county seat, with a peak of arrivals and overnight stays in tourist accommodation structures registered in October each year, when the Iasi holidays and pilgrimage to the relics of Saint Parascheva take place.

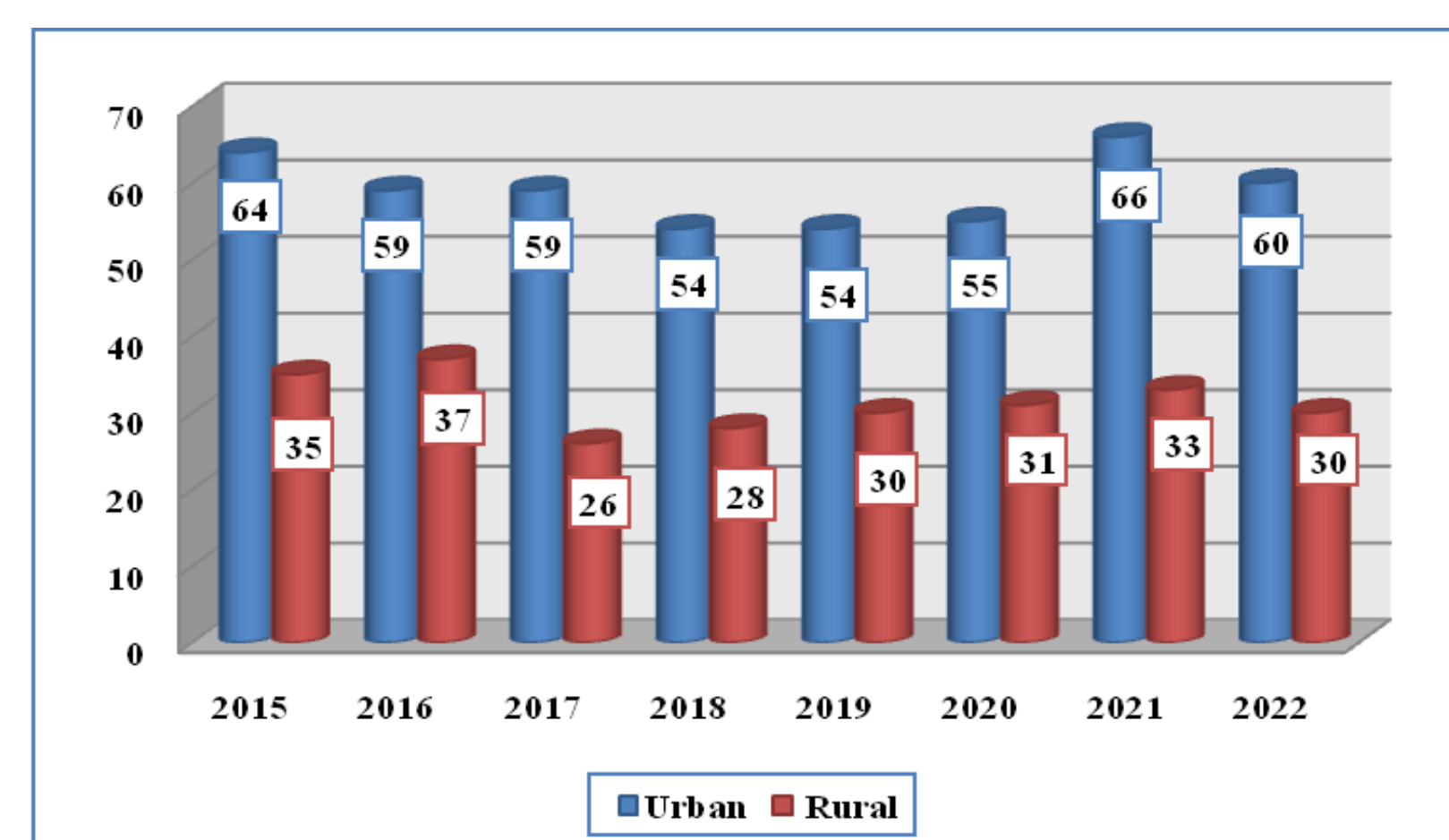


Figure 3. The evolution of the structures of tourist reception by means of origin

• Conclusions

Iasi County, as a result of the above, has a very high tourism potential, but insufficiently capitalized and ranks 4th regionally, holding 3% of the total number of tourist reception structures.

Iasi County is a region with a very well developed infrastructure, and from a tourist point of view, the tourist accommodation capacity has increased in the last decade, reaching in 2022 a value of 1,310,741 in urban areas and 201,568 in rural areas.

Regarding the total number of tourist reception structures existing during 2015-2022, we conclude that it had fluctuations from one year to another, the peak being 99 units, reached in the first phase in 2015, and then, although it suffered significant decreases, it returned to the same value in 2021.

Regarding the number of tourist reception structures by area of origin, the urban area compared to the rural area holds the largest share, 66.67%, and the urban area holds a share of 33.33%.

Whether you are a nature hiking enthusiast or a lover of history and architecture, Iasi County can offer you something special.

The studied area is insufficiently promoted from a tourist point of view, and is based on short-term tourism, city break, weekend, ecumenical, for business, participation in academic, cultural and artistic events.